

**ABSTRACT**

The present invention relates to a method for painting non-polar, in particular polyolefin plastic substrates, comprising the steps:

- 5           1.       applying a pigmented paint layer consisting of a colour-  
and/or effect-imparting coating composition directly to the plastic substrate  
and
2.       curing the pigmented paint layer thus obtained,  
                wherein the applied colour- and/or effect-imparting coating  
10   composition comprises
  - A)     30 to 90% by weight of a conventional colour- and/or effect-  
imparting coating composition constitution, containing
    - 15           Aa)    at least one binder,
    - Ab)    at least one colour and/or effect pigment,
    - Ac)    at least one organic solvent and/or water and
    - Ad)    optionally, conventional paint additives and
  - B)     10 to 70% by weight of an adhesion-promoting constitution,  
containing
    - 20           Ba)    at least one ethylene vinyl acetate copolymer,
    - Bb)    at least one chlorinated rubber,
    - Bc)    at least one chlorinated polyolefin and
    - Bd)    optionally, organic solvents and/or water and  
conventional paint additives,
- wherein the sum of the portions of components A) and B) makes up  
25   100% by weight.